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POSSIBILITIES OF ADVENTURE TOURISM IN ECOTOURISM OF THE CZECH REPUBLIC **(РЕСУРСЫ ПРИКЛЮЧЕНЧЕСКОГО ЭКОТУРИЗМА В ЧЕШСКОЙ РЕСПУБЛИКЕ)**

Дается определение приключенческого туризма и его дифференциация по нескольким направлениям, рассматриваются примеры приключенческого туризма, соответствующие нормам и правилам экологического туризма в Чешской республике, и перспективы их развития.

Definition of Adventure Tourism

A broad spectrum of outdoor tourist activities, often commercialized and involving interaction with the natural environment away from the participant's home range and containing elements of risk, in which the outcome is influenced by the participant, setting and careful management of the experience. (Hall, 1992)

Characteristic of adventure traveler

Adventure travelers often seek unique or new travel destinations and activities. It is often believed that a percentage of this sector is willing to accept limited tourism infrastructure with the promise of an exceptional, authentic experience. Given their penchant for exploring new destinations and seeking new experiences, they are frequently coveted by emerging destinations at the early stages of tourism development and also in more mature destinations that have protected and/or developed appropriate product. (Stowell, 2010)

Types of Adventure tourism

Adventure Tourism can be differentiated in several ways; the one most commonly used is its classification in 'Soft Adventure' and 'Hard Adventure'. As Fig. 1 illustrates, the levels of involved risk as well as the technical skills required are what differentiates hard from soft adventure activities (Hill, 1995).

While soft adventures devote limited skills and commitment levels and are distinguished by low risk demands, hard adventures commit higher levels of skills and technical expertise as well as the acceptance

of personal risk (Beedie & Hudson, 2003, Muller and Cleaver 2000). Buckley (2006) explains that the majority of inexperienced adventure tourists start with those commercial soft adventures where they just need to show up at a given time and place, in common street cloths, and the operator will be the one in charge of providing experience, transportation, appropriate cloths, specialized guides and discrete 'on the spot training' in order for the tourists to experience a safe and commonly short adventure. The market trend behind this type of products is risks, remoteness and expertise needs reduction so to increase and easily reach a wider market demand. Soft adventures are stimulated by motivations of escapism from every day and urban life, willingness to discover new settings, self-discovery (Lipscombe, 1995) and the opportunity to meet new people in a controlled environment (Ewert, 1989). Examples of soft adventures are bird watching, canoeing and horseback trekking. On the other end of the continuum there are those offers for more skilled tourists, requiring stronger commitment levels, advanced competencies (Hill, 1995) and are physically and mentally challenging (Swarbrooke et al., 2003).

Example of adventure tourism in Czech Republic which comply principles of ecotourism

Rychleby trails is mountain resort specialized for mountain biking. Resort of Rychleby trails are located in Jeseníky mountains in north of Moravia.

Rychleby trails are also name of non-profit organization which created trail network. Frontman, Pavel Hornik, who is both the town's mayor and master trail builder. The sys-

tem Hornik created features nearly 60 kilometers of all-weather, sustainable trails that follow streams, pass by an old castle, wind through meadows and eventually climb over 470 meters to a mountaintop overlooking Černá Voda. From there you can choose from a number of rocky descents or soar down on a buttery-smooth flow trail.

Why is part of sustainable developing activity?

Rychleby trails are resort deeply respecting nature and environment. Creators of trails are using only natural materials as wood and stone and dirt. No artificial materials as asphalt. Even process of making new trails is in compliance with nature. Creators are not using any burden technology or heavy machines. Work is by the form of voluntary workshop for which are invited enthusiastic bikers and other volunteers whom are in co-operation slowly making a new trail.

Main Trails are reconstructed and adapted old, stone paved, hunting paths built over a century ago into a great set of mountain biking trails. They offer an exciting experience over 60 km, beginning and ending in Černá Voda.

The Rychlebské trails run through scree fields and across fords, sometimes they're just a faint groove in the mud, in other places built of stone slabs.

Each of trail has own name and sign. All resort is well arranged. Down near the city is located biking base with small buffet and information center, where you should pick up a map showing the trails. Here you'll also find a Cyklopoint shop and a Test Centre for Merida bikes with full suspension, including a cycle and equipment hire center, and a service area.

At the base here are always very willing people from organization with very personal and helpful attitude. Thanks to this people who are giving to visitors' also environmental education whole resort stay clean in spite on growing number of visitors.

Potential of adventure tourism

A research conducted in 2010 by the Adventure Travel Trade Association (ATTA), displayed that

26 % of international travellers are adventure tourists and predicted that commercial adventure activities will represent by 2050 the 50 % of all travel motivations (Xola Consulting Services). The same study showed that the global market for Adventure Travel has an actual value of 89 \$ billion and, if adding equipment expenditure, the total value would amount to 142 \$ billion. The sector of adventure tourism has enviably over-

came the recession with a calculated annual growth rate of 17 % (Adventure Travel Trade Association, 2010). Given these growth rates, adventure tourism appears to a big number of developing countries as a possible source of economic development. Moreover, it is believed to be a good strategy for helping the rebuilding process after a political crisis or natural disaster (Adventure Travel Trade Association, 2010).

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ECOTOURISM ON THE EXAMPLE OF ENVIRONMENTAL ACTIVITIES AT MUNICIPAL LEVEL: HOSTĚTÍN (ЭКОТУРИЗМ НА ПРИМЕРЕ ПРИРОДООХРАННОЙ ДЕЯТЕЛЬНОСТИ НА МУНИЦИПАЛЬНОМ УРОВНЕ: ХОСТЕНИН)

Описывается поселение Хостенин, в котором при поддержке муниципальных органов власти используются альтернативные источники энергии. Данное поселение приобрело известность за счет экологических проектов, участвующих в использовании местных ресурсов, сохранения и использования возобновляемых источников энергии, в частности солнца и биомассы, а также экологически безопасных технологий, поддерживающих устойчивое развитие местности с середины 1990-х годов.

Hostětín is a small municipal village in the eastern part of the Czech Republic, namely in eastern Moravia, few kilometres far from

the Slovakian borders. The village is situated at the foot of the White Carpathians (UNESCO Biosphere Reserve), numbering approxima-

tely 240 inhabitants on an area of 3, 63 square kilometres in total.

The village of Hostětín is well-known for its great number of